

DOWNTOWN DESIGN PRINCIPLES & GUIDELINES

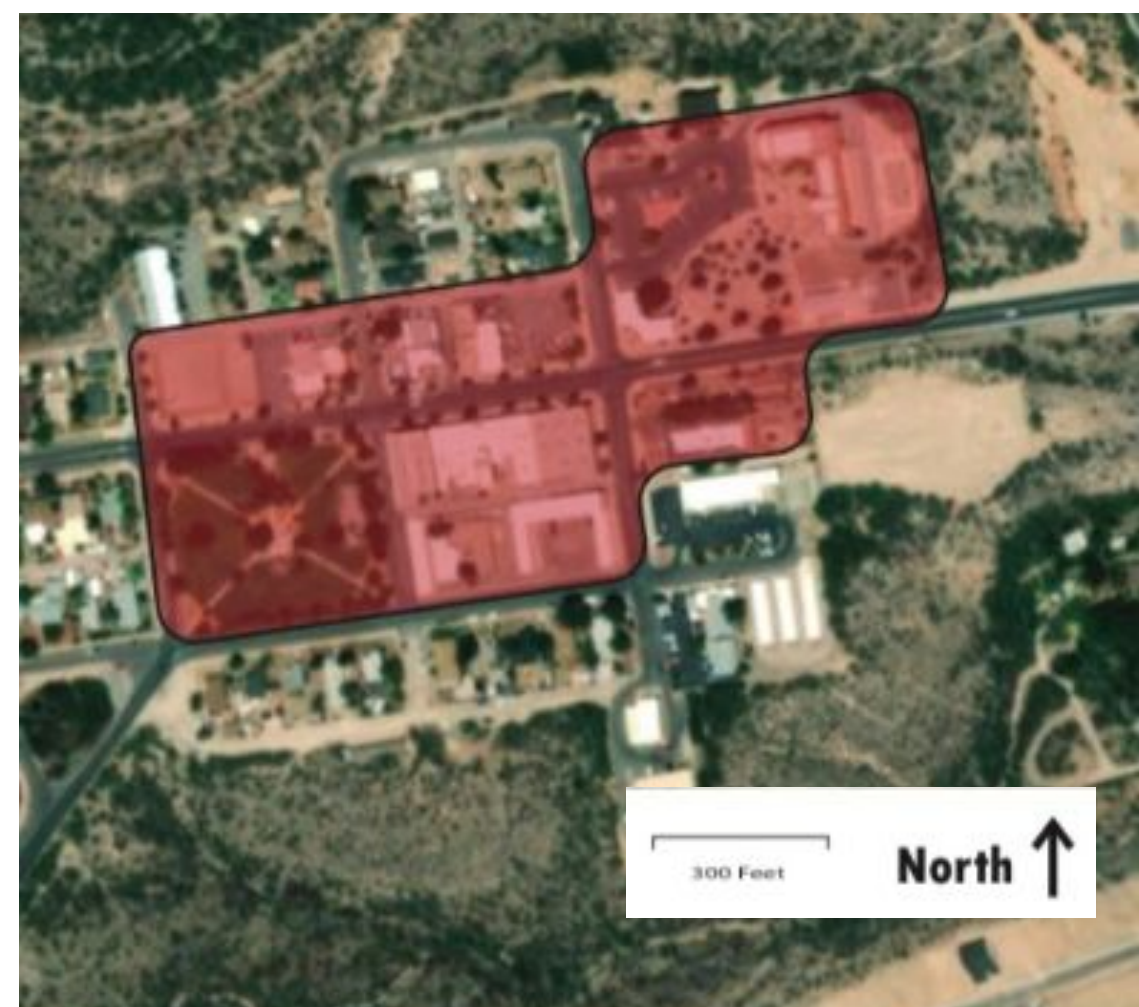
Town of Clarkdale, Arizona

PUP 580: Planning Workshop

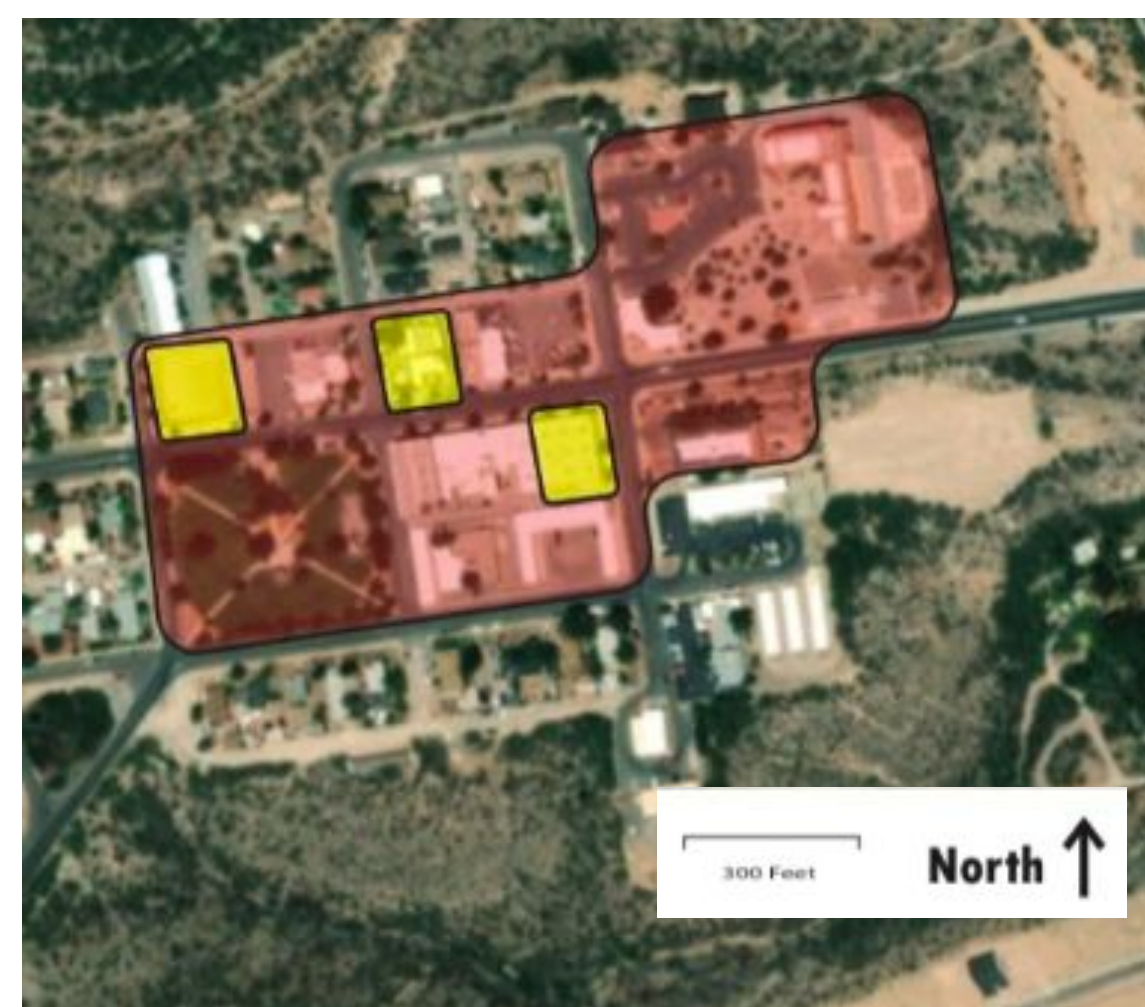
Project Description

During the Spring 2020 semester, graduate students enrolled in the Planning Workshop at ASU's School of Geographical Sciences & Urban Planning (SGSUP) worked with the Town of Clarkdale (AZ) to address real-world planning concerns. The class satisfies the Urban and Environmental Planning program's graduation requirement for second-year master students. Their project was to create design guidelines for Clarkdale's historic Downtown District and 89A Commercial Corridor. The course asks students to work as planning practitioners, building skills in community engagement, data collection, and planning-related research and analysis.

For the Downtown District, students focused on Clarkdale's historic main street, anchored by Town Hall and Clarkdale Park. They also identified key opportunity sites in the district. Both are illustrated below:



Downtown District Map



Downtown District: Key Sites

Public Engagement

1. **Virtual Kickoff Meeting:** Students met virtually with Town staff to discuss the project details and establish key goals.
2. **Site Visit:** Students met with Town staff to tour the town and deepen their understanding of the community and the project.
3. **Existing Conditions and Best Practices:** Students reviewed existing plan documents and best practices to inform discussions.
4. **Stakeholders Meeting:** Students facilitated a stakeholder meeting to identify key priorities and community values for the project.

Step 1
Virtual
Kickoff
Meeting

Step 2
Site Visit

Step 3
Existing
Conditions
and Best
Practices

Step 4
Stakeholders
meeting

Principles

After students hosted the stakeholders meeting and collected community input, they identified the common themes, priorities, and concerns. This process helped establish a series of downtown design principles that reflect the values of Clarkdale residents. Three principles emerged from this process, which are summarized below (see report for full details):

- **Historic Preservation:** The historic features of downtown are an important asset and the preservation of these characteristics should remain a point of emphasis in Downtown Clarkdale's design.
- **Sustainability:** The surrounding environment is an important asset to the Town of Clarkdale. Sustainable practices should remain a primary focus in the design of Downtown Clarkdale.
- **Live-Work-Play Community:** True to its founder's vision, Clarkdale should host opportunities for all residents to live, work, and play.
 - **Live:** Appropriate housing types should be incorporated into the downtown to support the downtown's vitality and provide a wider range of housing options for current or future residents.
 - **Work:** Enhancing Downtown's appeal to tourists, Verde Valley locals and Clarkdale residents can bolster the success of small businesses, grow Clarkdale's economy and sustain local employment opportunities.
 - **Play:** The Downtown District represents an important hub of leisure and recreation activity for tourists and residents alike and further expanding the opportunities for entertainment will strengthen Clarkdale's main street economy.



Architectural detail of historic facades of Downtown Clarkdale's buildings



Downtown bar contributes to the 'play' aspect of 'Live-Work-Play' principle

Design Guideline

The purpose of the design guidelines for Downtown Clarkdale is to enhance and preserve the existing historic character of this area. Stakeholder feedback fed into the recommendations for these guidelines. Below is one example of many guidelines for Downtown Clarkdale.

Desired Land Use Recommendations

Mixed and Supportive Uses

- Clarkdale's zoning in the Downtown District should allow for a blend of complementary uses both throughout the downtown and within single buildings or developments. In particular, buildings that include retail on the ground level with residential or commercial uses on the second story are greatly encouraged. This style of mixed use has traditionally existed in small historic downtowns like Clarkdale.
- Businesses that complement, rather than replicate, existing ones are recommended, contributing to the overall strength of the downtown economy and bolstering local businesses with symbiotic developments.
- Uses that support activity throughout the day (and into the evening) and contribute to a lively downtown are favored. A downtown with a variety of uses and businesses naturally fosters activity through the day.

Historic Uses

- When possible, reestablishing original uses within vacant historic buildings is preferred. It may not always be appropriate to restore vacant historic buildings to their original use, however, so related uses that serve the downtown's vision are also encouraged.



Restoration and repurposing possibility for Clarkdale Classic Station that would follow design guidelines and principles



Residential above ground-level retail space in historic buildings fostering live-work-play environment

Contributors



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Participating Students

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Yuyan Che	Morgan Henn	Stefona Ranallo	Adrian Zambrano
Guadalupe Ortiz Cortez	Nicholas Leftwich	Lydia Schultz	
Haolin Du	Yueling Li	Stephen Stoddard	
Elizabeth Freeland	Yujian Lu	Syera Torain	

89A CORRIDOR DESIGN PRINCIPLES & GUIDELINES

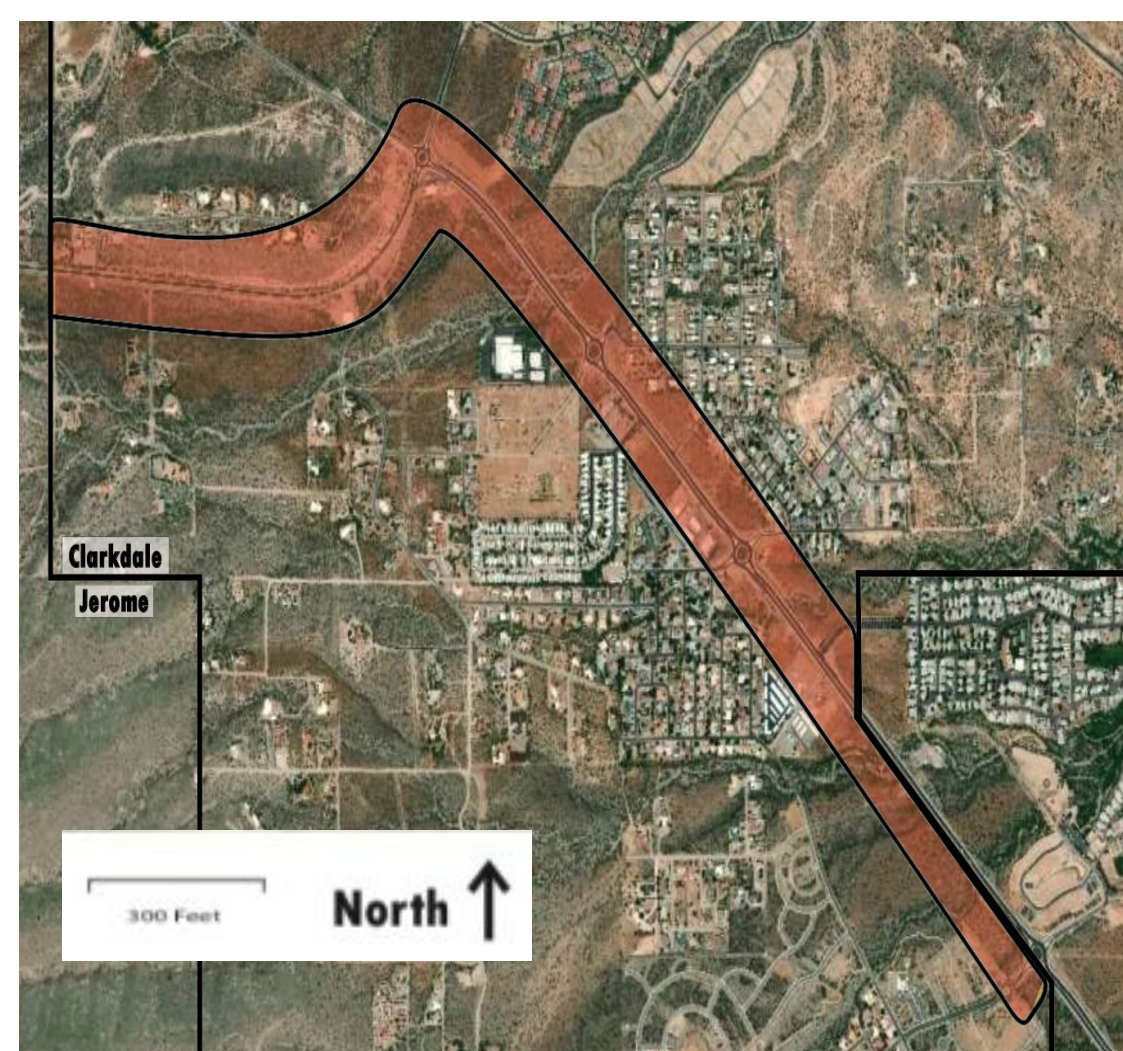
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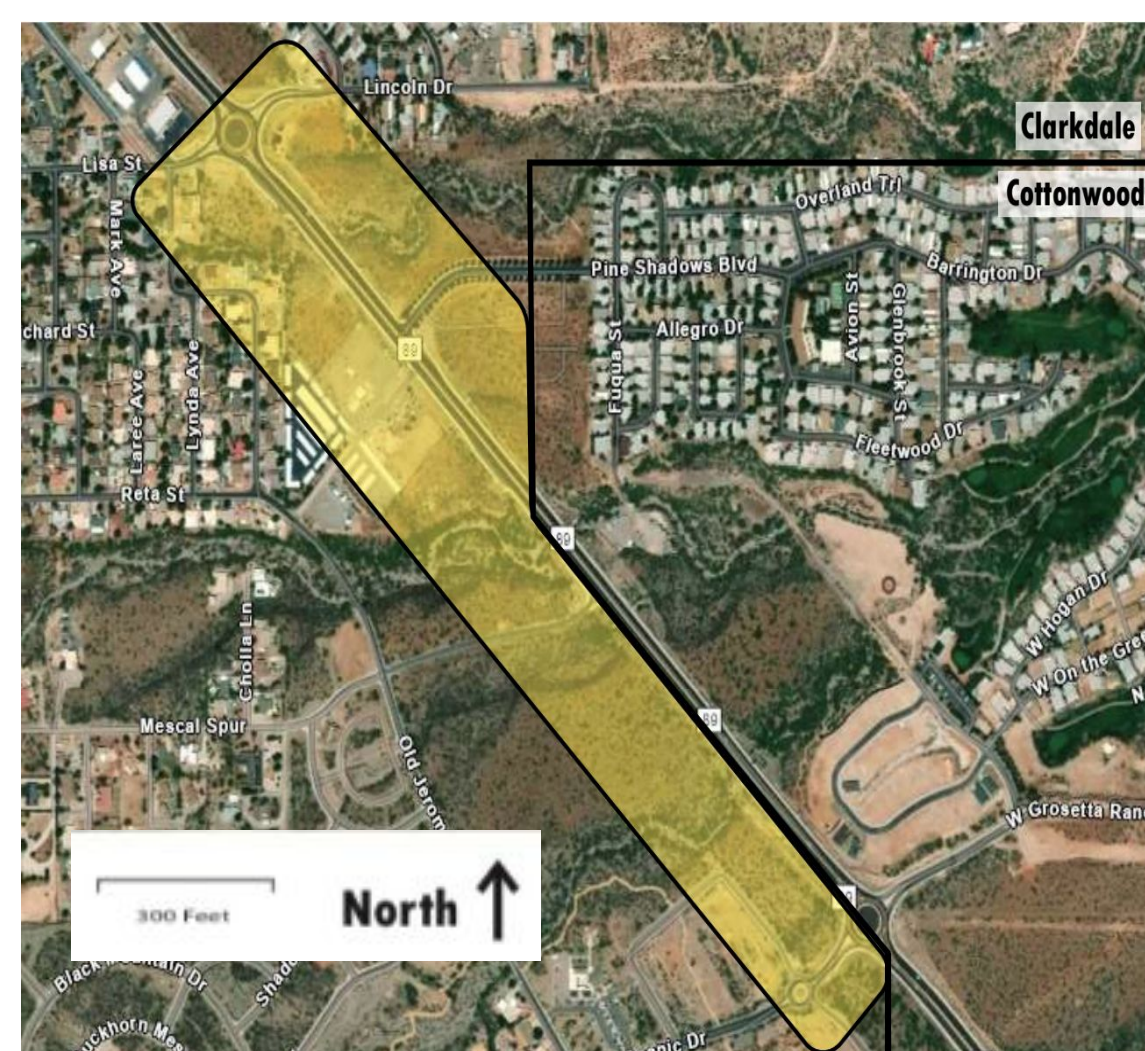
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For the 89A corridor, students identified key challenges and proposed design guidelines to support new development and limit negative impacts on surrounding residential properties and increase tourism within the area.



89A Commercial Corridor



89A Commercial Corridor: Key Area

Public Engagement

1. **Virtual Kickoff Meeting:** Students met virtually with Town staff to discuss the project details and establish key goals.
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Principles

The SR 89A commercial corridor is one of Arizona's most scenic drives, transporting residents, commercial freight, and tourists alike throughout the Verde Valley region. Aided by community input, the students established a series of design principles that (1) align with the objectives and goals of the 2016 SR 89A Focus Area Master Plan and (2) support Clarkdale's vision for the future. Five principles emerged from this process, which are summarized below (see report for full details):

- **Live, Work, Play:** Make Clarkdale a livable place for all by providing residents with attainable housing options, entertainment, and recreational activities.
- **Small-Town Preservation:** Preserve the town's identity and history in order to maintain its close-knit community while providing residents with needed resources.
- **Slow tourism:** Develop the 89A Commercial Corridor as a quiet tourism corridor that connects variable areas with the unique history and distinct natural landscape in the Verde Valley.
- **Mixed-Use Economic Development:** To meet the tax base and housing needs of Clarkdale and to develop a more walkable 89A corridor, it is important to have more locally owned businesses alongside affordable housing opportunities.
- **Sustainability:** To align with the community's sustainability values and maintain a satisfactory level of environmental quality, sustainable practices that set standards for responsible growth should be prioritized in the revitalization of the 89A Commercial Corridor.



"Incentivize local owned businesses"



"Encourage development to trap profit and attract professionals (e.g. doctors)"

Design Guideline

The purpose of the design guidelines for Clarkdale's 89A corridor is to guide new development and preserve the environmental assets of the area. Stakeholder feedback fed into the recommendations for these guidelines. Below is one example of many guidelines for the 89A corridor.

Desired Land Use Recommendations

Mixed Use Buildings

- In order to meet both the housing and commercial needs of Clarkdale, mixed use buildings (including those with residential and commercial space) should be permitted and encouraged along the 89A Commercial Corridor. This type of development not only serves Clarkdale's primary goals, but also constitutes an important practice for designing healthy, active urban spaces.

Commercial Uses

- Commercial uses should focus on filling in the current service gaps that cause residents and revenue to leave Clarkdale for Cottonwood and the surrounding area, such as restaurants, groceries, banks, or pharmacies.

Development Patterns

- When possible, local businesses should be given priority for development, in order to maintain Clarkdale's small town character and strengthen the local economy. In some cases, chain or franchise businesses may be appropriate if they fill a needed service gap, but are generally not preferred.
- If large scale commercial projects are considered for Clarkdale in the future, the 89A Commercial Corridor is their preferred location. However, they should be viewed with caution, as these developments may conflict with the desired vision and character of the corridor.



"Need a responsible and sustainable landscape design through xeriscaping standards"



"Business appeal to local but thrive on tourist \$\$\$"

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